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A Publication of Brunico Communications Inc. 1996 - 2006

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RadarScreen**

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RadarScreen

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Cover

This month's editorial cover features a photo from upcoming holiday film *Happy Feet*, courtesy of Warner Bros. Pictures. Mumble (voiced by Elijah Wood) is flanked by The Adelines: Nestor (Carlos Alazraqui), Lombardo (Johnny Sanchez), Rinaldo (Jeff Garcia), Raul (Lombardo Boyar) and Ramon (Robin Williams). International copies sport an ad for Toronto, Canada's Decode Entertainment.

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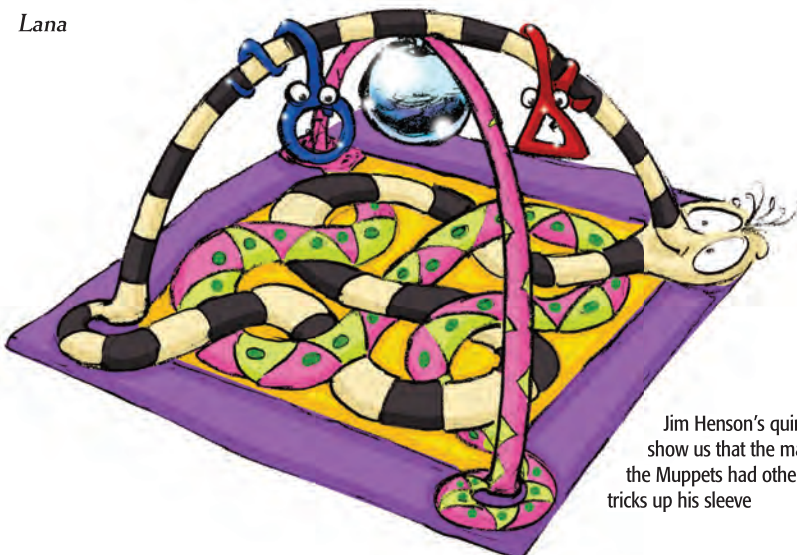
True confessions from a Muppet junkie

OK in the interest of that concept we call journalistic integrity, I have to make the following full disclosure. I love Jim Henson and pretty much anything Muppet related. So now you know. Growing up, I was first enamored with *Sesame Street* and then *The Muppet Show*; their sheer goofiness and occasional irreverence always had me in stitches. And thanks to YouTube, lately, I've had a chance to watch choice snippets from both shows. It's true. I snorted at the anarchic sight of a gang of renegade Bandito lobsters rescuing a comrade from the Swedish Chef's stock pot that I had forgotten all about.

You can imagine then how excited I was to find out kids and adult fans will have a chance to discover designs, sketches and doodles created by Henson that had been locked away in The Henson Company archives since his passing in 1990 (see page 18). The designs I've seen so far seem to prove creativity dripped from his pores. They really do look fresh and vibrant and elicited more than one "That's so cool" from our team of art directors here. And hero worship aside, I haven't seen anything that compelling in L&M design in some time. We're talking hairs standing up on the back of your arm compelling.

Henson created from gut instinct and never lost sight of what appealed to kids (most supreme silliness above all) and didn't need his vision filtered to connect with them. Of course research into what kids want is important when designing consumer products for them, but maybe it's time some industry players left their creative types to get silly. Who knows what most sensational, inspirational, celebrational, Muppetational things they'll achieve.

Cheers,
Lana



Jim Henson's quirky designs show us that the man behind the Muppets had other creative tricks up his sleeve

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What's Up?

publisher's notes

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When we were kids, the summers stretched out for what seemed like an eternity, but here we are this July with our date books and to-do-lists chock full! KidScreen is busy, hammering away at issues and events aimed at keeping you in the know and well connected straight through the fall. Advertising in our September and October issues is booking quickly, so for those of you planning your upcoming marketing, please note our upcoming deadlines. Be sure to get in touch with Myles and the sales team early for any special requests to avoid disappointment.

Keep in mind as well that editorial planning falls well before these advertising deadlines, so those of you with MIP, Brand Licensing and Fall Toy Show news and tips to share are advised to do so early as well.

September 2006

Bonus Distribution: Cartoon Forum, Ottawa Animation Festival, LA Roadshow, MIPCOM Jr, Brand Licensing London

Advertising Space Deadline: August 15th

Advertising Material Deadline: August 22nd

October 2006

Bonus Distribution: MIPCOM, American International Fall Toy Show, Roadshow Europe

Advertising Space Deadline: September 1st

Advertising Material Deadline: September 8th

For you TV types eagerly awaiting the conference content at this year's KidScreen Summit (February 7-9, 2007, Sheraton New York, NY), we can whet your thirst for knowledge with three conference sessions that we're putting together for MIPCOM Jr in October. Once again we're partnering with Reed Midem on this event, which will take place in the Carlton Hotel. New this year we'll be running a Mentor coaching clinic on "How to Pitch" that offers you advice from seasoned execs and other peers participating in the clinic on sales materials, the 30 second pitch and more. We'll also feature sessions What Buyers Want and Digital Content Update-What's Working and Why.

Enjoy the issue!

Donna MacNeil
VP and Group Publisher
dmacneil@brunico.com

P.S. SAVE THE DATE!!

*KidScreen Summit 2007, taking place
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AMAZON/ TRU SPLIT MAY HELP U.S. TOYCOS

by dan waldman

The recent court ruling ordering Toys 'R' Us and Amazon.com's divorce could very well be a blessing for the U.S. toy retail market as a whole. Neither company has wasted any time setting up separate, independent on-line toy and baby shops since the falling-out.

The two companies joined forces in August 2000, after signing an exclusive agreement to sell toy and infant products under the toysrus.com banner. However, the Paramus, New Jersey-based toy retailer filed suit against Amazon in May 2004, contending the e-tailer had breached the terms of exclusivity. TRU prevailed in the legal battle last March and the court mandated it split with Amazon by June 30th, 2006.

When the ruling came down, Amazon and TRU execs went straight to work and both launched new toy and baby sites

on July 1st. Jennifer Arthur, Amazon's senior manager for toys and babies says the Washington-based giant that brought in US\$8.4-billion in sales in 2005 now offers twice as many kids product SKUs through amazon.com/toys and amazon.com/baby sites than it did under the TRU exclusive. The range covers 17 toy and 12 infant categories, and at press time, licensed toys from hit summer movies like Cars and Superman Returns were top sellers on the site.

The newfound independence has also given Amazon the opportunity to forge partnerships with different retailers. The e-tailer currently has deals with Target, Discovery Toys and eToys Direct, as well as Baby Universe. Major toycos are also affiliated with the new sites, including Mattel, Hasbro, Lego, Mega Brands.

Toycos and industry analysts agree the separation opens up new opportunities in a market characterized by very narrow retail channels. "Let's be honest, the internet isn't driving toy sales these days," Herb Mitschele, VP of licensing and international business development at Playmates, says. However, he says on-line retail is still an important channel and getting Playmates' products featured on another e-tail site will increase brand exposure, if not drive sales.

According to data from industry researcher The NPD Group, on-line retailers accounted for 6% of total U.S. traditional toy sales in 2005, up about a half a percent from the previous year. NPD industry analyst Anita Frazier projects the figure will grow again this year. There are a number of on-line toy retailers operating in the U.S. market already, but she says there's definitely room for another one. "Like traditional bricks-and-mortar retailers, on-line retailers have their unique brand images," she says. "If they were all carbon copies of one another, that wouldn't work—but I don't believe that's happening."

Even though her new stores are still in startup mode, Arthur says she is busy looking for new products and retail partnerships. She invites toy and baby merch vendors looking to pair up with Amazon to contact her at jarthur@amazon.com to talk business. **N**

Roll the Cartoon

by jim benton



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**Giant's
Friend**



blue-zoo rides wave of pirate's success

London, England-based animation house blue-zoo has managed to stake out a little dry land in the midst of the choppy seas of children's toon production. 2006 has been a breakthrough year. The company's first series *Those Scurvy Rascals* garnered a spot on Nick UK, brought home a boatload of British Animation Awards and landed a distribution/merch deal with Jakers! IP owner Entara.

The show is based on a simple and slightly bizarre premise that seems to have worked with kids. Pirates Jolly Roger, Smelly Pete, Sharkbait and parrot Polly set out to find the one thing they desire most—pants! The three-and-a-half-minute episodes feature the CGI pirates trekking the globe in search of underwear, fuelled by a lot of slapstick bumbling and sight gags.

"It's not extremely gruesome, but it's energetic," says blue-zoo co-founder Adam Shaw, summing up the series' appeal.

A full 26-episode season is currently in the works for a October launch on ABC Australia. Shaw adds that its non-verbal and



The 2006 success of the U.K.-based toon house's first production *Those Scurvy Rascals*—about a group of pirates who travel the globe in search of underwear—has helped the company put four new projects into development

non-specific cultural content should make *Rascals* a good fit for international markets, as well as mobile and on-line platforms.

blue-zoo has come a long way since its creation in 2000 by four graduates of Bournemouth University's National Centre for Computer Animation. The team, including Shaw and partners Oliver Hyatt, Tom Box and Nic Sims, got its feet wet animating a series of two-minute shorts for the BBC called *Blue Cows*. The company then parlayed that experience into service work for Disney, Sky, Cartoon Network and British Airways.

So when the opportunity came to produce *Rascals* from concept to completion, Shaw dug deep into his early influences to help set the tone. "Chuck Jones, Warner Bros., we went back to the basics and then kind of took it a little further," Shaw says.

With the *Rascals* as its steady tailwind, blue-zoo has grown into a 24-employee-strong outfit. Four series are in various stages of development at the prodco right now, including a 3-D half-hour action/comedy being developed with Cartoon Network UK, an in-house short-form production called *Sturm and Drang* aimed at the six to nine set, and *CleverClogs*—a preschool series that explores the life of a family of inventors.

Managing the growth of the company has had its challenges, but don't expect blue-zoo to drop anchor just yet. "We'd love to do a movie... would love to do longer form," says Shaw. "We are going to keep pushing and see where we can go from here." **GR**

RECOMMENDED READING

John Easum,
Executive VP, VIZ Media

1. ***Sophie's World: A Novel about the History of Philosophy***
by Jostein Gaarder (Berkley)
2. ***A Confederacy of Dunces***
by John Kennedy Toole (Grove)
3. ***Germinal***
by Emile Zola (Penguin)

Have you got three books that you'd like to recommend to folks in the business? Drop Lana Castleman a line at lcastleman@brunico.com.



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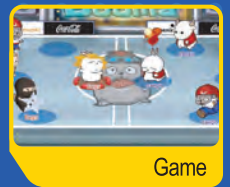
Living



Clothes



Mobile



Game

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MGM harnesses bandwidth to rep third-party IPs

When a consortium led by Sony America acquired MGM in 2005, industry speculation turned to calculating how long it would take for the studio and its consumer products operations to be absorbed by its new owners. It turns out that scenario wasn't in the cards for the venerable Hollywood institution. On the heels of the company forming a new media sales division and moving into the worldwide TV distribution market earlier this year, its merch arm, MGM Consumer Products announced its own expansion into third-party representation at Licensing Show.

MGMCP came out of the gate with two sizable deals in hand, picking up North American merch rights for Paris, France-based Marathon's follow up to *Totally Spies!*, *Team Galaxy*, and *Storm Hawks* from upstart prodco Nerd Corps in Vancouver, Canada. The series have landed fall '06 and '07 debuts for 52 eps, respectively, on Cartoon Network in the U.S. and both came into the deals toting master toy partners. (Cypress, California's Bandai picked up *Team Galaxy* and Toronto, Canada's Spin Master scooped up *Storm Hawks'* rights.)

Certainly, the decision to pick up two boys action properties wasn't a coincidence. "We were looking to fill niches in our portfolio," Travis Rutherford, executive VP of MGMCP, says. Preschool properties were under consideration but he says boys TV-driven properties currently hold more opportunity; the preschool market's simply oversaturated right now. Also, the series will skew to slightly different age groups with *Team Galaxy* hitting the four to eight crowd and *Storm Hawks* appealing to older boys, so the pair won't be competing directly for MGM resources.



Room to grow in boys action—MGM now has North American merch rights for Nerd Corp's *Storm Hawks*

As for the two pickups, Rutherford says his team is working to round out the programs launching in 2007 and 2008. For *Team Galaxy*, key categories after toys include publishing, apparel, back-to-school and novelty, while *Storm Hawks* will most likely have video games and trading cards as anchors with apparel and back-to-school filling out a planned second merch wave.

Rutherford's dance card is pretty full on the third-party front for 2007/08, but he's still entertaining pitches and is particularly interested in opportunities in the younger girl demo. He says most third-party deals will encompass the full gamut of exploitable rights for North America including all merch, interactive and new media. In some cases MGMCP will help feed content to company's other divisions, such as its international TV and video distribution arm; those rights were part of the *Storm Hawks* package, for example. Look for Rutherford and crew at MIPCOM in October, where they'll be evaluating post-2008 opps. *LC*

News in Brief

Google opening up new market research frontier

When your target audience is kids—a demo that's notoriously fickle and trend driven—being the first to spot the next hot thing often spells success. However, figuring out what's top of mind with kids and consumers to stay ahead of the curve always presents a big challenge for creators, marketers, and retailers working in the space.

Google might just have the answer. The Mountain View, California-based internet giant has just introduced a tool called Google Trends (google.com/trends), which ranks the relative popularity of queries made via its ubiquitous search engine according to cities, countries and languages. The resulting graphs detail the number of searches and milestones that might have exerted influence on the popularity ranking over the years. For example, a Trend query about SpongeBob SquarePants reveals spikes in searches coinciding with the theatrical release of his movie and appearance in the Macy's Thanksgiving Day Parade. As well, the site surprisingly notes that Auckland, New Zealand, Manila, Philippines and Birmingham, England are the three cities with the highest number of SpongeBob searches.

While Google calls the program an experimental tool, and has no plans to release the exact number of any searches, the site has already garnered international media attention and surely the eyes and fingertips of executives around the globe.

Janggeum's Dream

大長今



Originated from
an Asian Weeping Drama
"Dae Jang Geum"
alias "Jewel in the Palace"

1st season : 26 x 30'
2nd season : 26 x 30'



Tweens call
the shots in
Alphanim's
Zap Jr. High



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What's developing in kids production

by gary rusak

Wacky adventures rock this jr. high

Take a rundown school named after a 1970's Brit rock star, add a precocious and well-intentioned eighth grader and his close group of pals and you have the main ingredients of Paris, France-based Alphanim's new 2-D series *Zap Jr. High*.

Modelled on the popular French comic book of the same name, *Zap's* slapstick comedy and slightly snarky humor is aimed squarely at the six to 10 demo, although its pop references and wordplay should help it skew a little older.

Along with his buddies Melody, Eddy, Victor and Hyatt, the good-hearted Alistair Heath-Wilson tries to get everyone to work together to make life at Cliff Richards Jr. High better. The school looks brand new from the outside, but is internally in shambles.

In the episode "Save Section E," for example, Alistair takes it upon himself to tutor his friends; it's a desperate attempt to simultaneously impress goofy principal Mr. Goddard and turn his classmates' academic fortunes around. Before too long, our hero discovers teaching is not as easy as he thought it would be. He quickly becomes a classroom tyrant and starts ordering everyone about while accomplishing nothing. But with a little inspiration from Melody, Alistair discovers good teachers need to tailor their methods to meet the needs of each student. So in this case, the very vain Patty studies a poem written on a mirror, while anime fan Victor learns geography through pictures. In the end, Alistair saves the day by helping his classmates bring up their grades and they aren't held back a grade.

The 52 x 13-minute series is budgeted at approximately

Come 2007 Canuck kids will be able to watch the adventures of kooky kitty Gofrette




US\$6.5 million. Alphanim, along with production partners Canal J and M6, is planning on a Q2 2007 delivery date. Markets in Italy, Spain, the U.K. and Germany are also being scoured for possible partnerships.

Feline frolicking should amuse four to sevens

Montreal, Canada-based Zoe Mae Productions and Subsequence Entertainment are bringing an enigmatic and enthusiastic cat to the small screen. The new 2-D series *Gofrette* features the feline title character and his friends—floppy-eared Fudge, Ellie Copter, a leggy bird, and a talking refrigerator named Red—as they journey through the land of Zanim. With an eye to entertaining the older preschool four to seven demo, the series contains a healthy dose of silliness and plenty of clowning around.

The "Blue Torteloony" episode sees *Gofrette* regretting accidentally having eaten every blue torteloony in sight. It turns out his cousin Fabuloso Chef Garbanzo needs the fabled ingredient to prepare a concoction for the Zanim cooking contest. After searching far and wide to no avail for the elusive foodstuff, the optimistic cat is left with only one option—to transform Ellie Copter's hair salon into a blue torteloony laboratory, of course. After conducting a number of crazy unsuccessful experiments, *Gofrette* stumbles upon the solution and creates the perfect blue torteloony. The discovery helps propel his cousin to a first place finish in the contest.

The partners have already made a deal with Canadian pubcasters CBC and French-language SRC to produce 52, 11-minute episodes. Budgeted at US\$4.5 million, the series is slated for a September 2007 broadcast debut. At press time, the pair was also close to signing on a worldwide distributor to take on international sales. 

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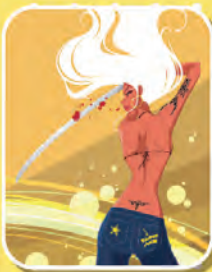
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Got it Need it

Profiles in programming strategy

Nick India looks to boost its profile in a tight market

by dan waldman

In a crowded, competitive market, Nickelodeon India is pulling out all the stops to boost its ratings share. The 24-hour kidsnet made an early entrance into India nearly seven years ago. It now has six all-kids broadcasters to contend with and currently ranks in the bottom three. According to VP and GM Hema Govindan, it's time to fight back and hopefully claim a top-three spot by year's end.

"We paid the price of an early entrance," she says. "But nothing is lost; the kids category is kind of blossoming and coming into its own right now."

The net reaches close to 23 million homes in India, Pakistan, Sri Lanka, Bangladesh and Nepal and international Nick fare pulls in the largest audiences. The net has recently tacked an extra hour on to its now four-hour-long Nick Jr. block, with *Dora the Explorer* and *Blue's Clues* taking top five spots across all channels in the preschool category.

Meanwhile for older viewers, Govindan says *SpongeBob SquarePants* and a few live-actioners such as *Drake & Josh* and *Kenan & Kel* are also time-slot winners. In terms of demographics, the net's audience is pretty much split 50/50 between boys and girls and tends to skew younger. Four- to nine-year-olds make up 75% of its audience, while kids nine to 14 account for the other 25%.

But it's a tight market. Cartoon Network was the first kidsnet to stake a claim in the territory and it continues to hold down the number-one spot, with other players such as Animax and Disney Channel also exerting a strong pull on the attention of the country's kids.

To kickstart a turnaround, Nick India has ramped up its presence within the industry over the past nine months. The net has brought in more kids programming, marketing and studio production pros, and the next step is to add programming that makes the net stand apart from the competitors.

In August, for example, Japanese series *The Adventures of Pan and James* (*The Munnabhai Show* in India) is hitting the airwaves to offer

cues that don't necessarily get addressed by international acquisitions," she says. "And that's the gap that we're looking to fill."



The net plans to nurture more homegrown content such as *J Bole Toh Jadoo*—an '05 co-pro with Graffiti

viewers something a little different. Targeting tweens, the 26 x 12-minute live-action series follows the adventures of a dog and a monkey as they carry out an array of hilarious tasks.

Govindan says local productions are also essential to raising Nick India's profile. Last year, the net launched Bollywood-inspired co-pro *Bole Toh Jadoo* with Indian animation company Graffiti, as well as an adaptation of the game show *Double Dare*, called *Dum Duma Dum*. Govindan is now on the lookout for more local series, either co-productions or straightforward acquisitions. "There are some cultural or social

Despite the thirst for homegrown fare, Govindan says international acquisitions are definitely still on the menu. She will be heading to Mipcom in October on the lookout for shows targeting the older spectrum of the preschool set. Comedy for boys six to 11 is also on her radar. "Pester power is much higher with boys in India. In a home with a boy and a girl, the boy picks what gets watched at home," she says. Although she's entertaining live-action and animation pitches equally, Govindan notes that animation is easier to dub. **N**

News in Brief

KOL joins DIC's slumber party

DIC Entertainment has brought kids internet giant KOL in as a partner for its planned CBS Saturday morning block set to debut on September 16. KOL becomes co-producer of the block, rechristened KOL's Saturday Morning Secret Slumber Party, and it looks like the site's premier property Princess Natasha will play a key role on the airwaves come the 2007/08 season. New eps are in development now, says general manager of DIC Entertainment Noah Fogelson, adding Natasha should fit in with the partners' goal of capturing the six- to 14-year-old-girl demo. For the 2006/07 season the block will include a number of DIC-KOL co-productions including *Dance Revolution* (based on the Konami game), *Horseland* and *Cake*, while an on-line component featuring web-only content such as polls, behind the scenes clips and preview episodes, will launch in tandem with the TV offering.

Disney makes broadband inroads with Thailand IPTV plans

Disney Channel and Playhouse Disney Channel will now be available on Thailand's True IPTV, the country's first broadband television broadcaster. The deal between Walt Disney Television International (Southeast Asia) and True Digital Entertainment will give Thai subscribers the option to order new commercial-free channels for approximately US\$3 a month each. Disney plans to program the two channels with animated and live-action shows culled from its library that will be dubbed into Thai. As well, an English-language feed will be available in certain areas. This is Disney's second foray into the IPTV market; it already has a presence on Hong Kong's NOW Broadband TV.

True currently boasts 400,000 broadband subscribers and predicts it will have 300,000 IPTV subscribers by the end of 2007. The company's long-term goal is to have a 55% share of the Thai TV market.

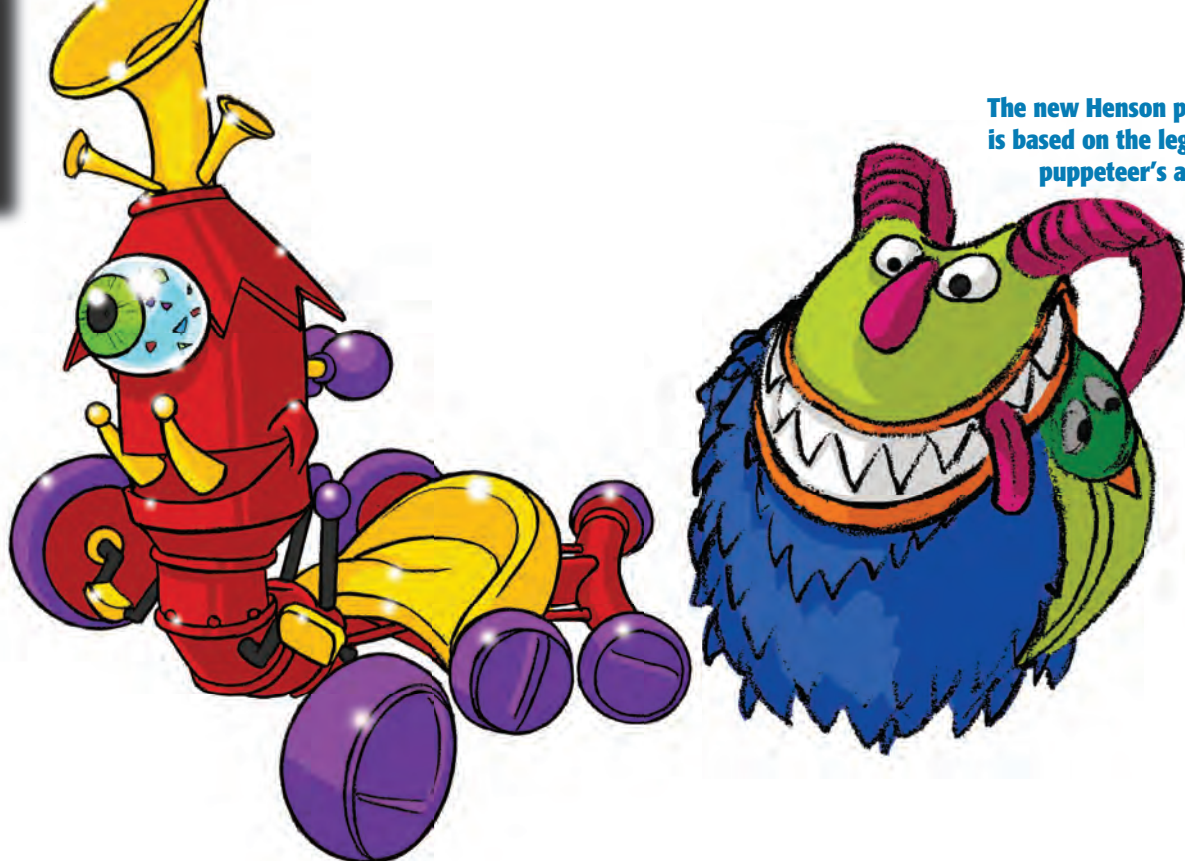


KOL busts a move into co-productions with DIC deal



| Program | Broadcaster | Style/Format | Demo | Producer/Distributor |
|--|---|-----------------------------|--------------|--|
| Backyard Science | Boomerang (Latin America) | live action/52 x half hours | six to 12 | Beyond Distribution |
| Code Lyoko | ETB (Spain) Canal Sur (Spain) TeleMadrid (Spain) TV Valenciana (Spain) TV Galicia (Spain) | CGI/97 x half hours | six to 11 | MoonScoop |
| Dougie in Disguise | RTV (Slovenia) | 2-D/52 x seven minutes | preschool | Neptuno Films |
| Funky Valley | Five (U.K.) | 2-D/40 x five minutes | preschool | Honeycomb Animation |
| Jakers! The Adventures of Piggley Winks | RTVE (Spain) | mixed media/52 x half hours | preschool | Mike Young Productions |
| Pocoyo | TVE (Spain) Boomerang (Spain) RTP (Portugal) | CGI/52 x seven minutes | preschool | Zinkia Entertainment/Granada International |
| Ricky Sprocket | Nickelodeon International Nicktoons | 2-D/26 x 22 minutes | six to 12 | Studio B/Bejuba! |
| Roary the Racing Car | Five (U.K.) Nick Jr. (U.K.) | stop-frame/52 x 10 minutes | preschool | Chapman Entertainment |
| Spider Riders | Kids' WB! | 2-D/52 x half hours | six to 12 | Cookie Jar Entertainment |
| Vitaminix | Vive TV (Venezuela) EBS (Korea) | 2-D/26 x six minutes | two to seven | Icon Animation |

The new Henson program
is based on the legendary
puppeteer's archived
designs



KIDS CLASSICS GET A MERCH INFUSION FOR '07

by dan waldman

**Cool creators—Jim
Henson and Dr.
Seuss's hipness
factors should get
boosts from new
product plans**

While Jim Henson and Theodore Geisel's (aka Dr. Seuss) spots in the pantheon of kids entertainment legends are well established, it looks like deals announced at Licensing Show last month will amp up their IPs' in-store presence in 2007.

Henson is primarily known for creating the Muppets and Sesame Street characters, but it turns out he was a pretty prolific graphic designer, too. After discovering hundreds of

his sketches and doodles in The Jim Henson Company's New York-based archives about three years ago, the company began to explore possible outlets for the designs. At the show, Henson tapped New York's 4Kids Entertainment as worldwide licensing agent for the brand new Jim Henson Designs merch program.

4Kids was looking to move beyond its entertainment and animation-heavy merch portfolio and into design-driven programs, and Henson's wellspring of creativity presented a good opportunity. Carlin West, 4Kids senior VP of new concept acquisitions and development, says Henson's designs are ideal for a comprehensive licensing program because their unique style lends itself

to all ages, from infants to adults. West also believes the designs, depicting things like colorful monsters, have a timeless quality to them. "The beauty of this is it isn't something that's trend-based," she says. "It will have a trendy positioning in it, but it won't go out of style three years from now."

Senior VP of marketing and licensing at 4Kids Tony Reed says a 2001 study from New Jersey-based Applied Research Corporation revealed the puppeteer himself had a 95% awareness with consumers, and 98% of that group liked him. Presumably this bodes well for 4Kids as it banks on fans embracing Henson's designs in the same way they've glommed on to his classic characters in the past.

The two companies are already hard at work looking for manufacturers, retailers and distributors across the board. West says plans are afoot to produce hundreds of SKUs in no less than 65 categories for the program, including everything from infant furniture and developmental toys to tween backpacks and adult apparel. She says the program will most likely kick off with infant and toddler lines, which should appear on retail shelves in Q4 2007. She is now on the lookout for a retailer that carries infant and toddler product to get the program started.

Not to be left out, Dr. Seuss Enterprises has recently announced licensing deals that should help put classics The Grinch and The

"Kids classics" continued on page 19

SunSmart opens up UV apparel category

The days of sending kids out to frolick in the sunshine without skin protection are long gone. It's now a given that parents slather the wee ones with sunscreen and pop a hat on their heads before sending them outside. Toronto, Canada-based SunSmart is taking things a step further with its souped up, licensed kids UV-blocking (SPF 50) swimsuits, coverups and rashguards, making the caregiver's task just a little less taxing. Moreover, the company may just be opening up a new kids licensing category in UV apparel.

SunSmart founder and president Joanne Speight says Canadian sales have been doubling year on year and she's planning to expand into mid-tier outlets in the U.S. in 2007 with a little help from the Man of Steel. SunSmart inked its first North American-wide licensing deal with Warner Bros. Consumer Products for the Superman franchise earlier this year.

Realizing the proposed license might conflict with rights already granted to swimwear licensees, Speight says she pitched the product to WBCP as a new category called UV apparel and accessories.

So far the company's produced Superman and Supergirl models. Both come complete with capes and should retail for around US\$31. Superman rashguards (shirts with

high necks that hug the body) for boys will also be part of the line.

Plans are in the works to add UV-sensitive features to subsequent editions as it's possible to treat the fabric so words or symbols start to appear and become darker in color as UV exposure increases. Parents like the warning and kids just think it's kind of neat, says Speight. "It's a novel way of getting kids to wear UV protection."

Currently the company's product range covers kids sizes zero (infants) to 14, with prices ranging from US\$41 for a baby coverup/blanket with footies and a hat to US\$21 for surfer-inspired rashguards. The pieces also come with UV-ray-sensitive tags that change color when exposed to strong rays, alerting parents to apply more sunscreen or get their kids into the shade asap.

As for additional licenses, Speight admits boys product sales are four times as much as girls right now and she's looking to redress the situation by using more girl-friendly characters. She's scoping for evergreens that might lend themselves to the task and is planning on exhibiting at MAGIC this August to court more partners.

Speight started the company after finding UV kids swimsuits imported from Australia in local boutique for US\$88 apiece—a bit pricey



This Superman swimsuit sports SPF50 protection and started the UV apparel category for WBCP

for something her young boys would grow out of quickly. However, the suits attracted attention from parents immediately and she started sourcing them herself for folks in the neighborhood in 1999. She went into the manufacturing business in 2001. The first SunSmart suits rang in at just under US\$35 at retail. Things really took off when Speight got the suits into local children's boutiques and the shop at the Paramount amusement park near Toronto. **LC**

"Kids classics" continued from page 18

Cat in the Hat back in the consumer spotlight. As the company gets ready to celebrate the 50th anniversary of these iconic characters in 2007, licensing deals with Culver City, California-based Small World Toys and designer Nick Graham will cover a range of categories from toys and apparel to cosmetics and housewares.

Dr. Seuss Enterprises executive VP Susan Brandt says the specialty toy maker will produce a line of preschool-targeted developmental toys based on Dr. Seuss properties. Relationships with toy companies are familiar territory for Dr. Seuss, but this is its first foray into developmental toys.

Dr. Seuss's Grinch turns 50 in '07 and designs for a new merch program are underway



At press time, the toy designs hadn't been unveiled, but Brandt says a mass retail rollout is planned for this holiday season.

The company has also appointed San Francisco, California-based designer Nick Graham to shepherd the creation of a 50th anniversary collection for the Cat and the Grinch. This is the company's first attempt at directing the look and product assortment for a merch program in-house.

Brandt is now on the lookout for licensees and an exclusive retailer for the program. Depending on the partnership, the collection could consist of apparel for all ages, as well as housewares, textiles and sleepwear, among other categories. **NS**



licensing



PROPERTY LISTING

Licenses recently granted

| Property | Granted by | Granted to | Product category | Demo | Release date |
|--------------------------------------|-------------------------------------|-----------------------------|--------------------------------------|--------------|----------------------------|
| Barbie | Mattel | Activision | video games | girls | fall 2006 |
| Bratz | MGA | The Singing Machine Company | karaoke items | girls | Q3 2006 |
| Fairy Dust | Wings Properties | K&M Associates | apparel, jewelry, toys and cosmetics | girls | fall 2006 |
| Happy Feet | Warner Bros. Consumer Products | Penguin Young Readers Group | master publishing | kids | fall 2006 |
| The Land Before Time Animated Series | Universal Studios Consumer Products | Pressman Toy Corp. | board games and puzzles | kids | fall 2006 |
| Lola & Virginia | Icon Animation | Alvento | mobile content | girls | fall 2006 |
| Marvel Universe of Super Heroes | Marvel Entertainment | Hidden City Games | collectible games and accessories | boys | fall 2006 |
| Mystery Hunters | Apartment 11 | Nelvana Kids Can Press | DVD books | kids kids | spring 2007 spring 2008 |
| Oban Star Racers | Jetix Consumer Products | Videomaster | home entertainment (U.K.) | boys | summer 2006 |
| Shrek the Third | DreamWorks Animation | HarperCollins | publishing | kids | spring 2007 |
| Shushybye | Shushybye Company | KOCH Entertainment | audio/records (North America) | kids | summer 2006 |
| Transformers | Hasbro | Glu Mobile | mobile phone game | boys | summer 2006 |

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retail



SONY ACCESSES A NEW RETAIL CHANNEL

by dan waldman

The electronics giant is testing the market to see if kiosks stocked with PSPs and DVDs will lure impulse buyers

For most of us, our first impulse buy involved a quarter, hard won by begging mom, and a gumball machine. But like most things these days, the concept's gotten a bit more high-tech. Consumer electronics and entertainment giant Sony is currently testing the waters with eight-foot tall, souped-up vending machines that can dispense up to 100 SKUs of the company's latest and greatest merch. The goal is to find out exactly just what kids and, most importantly, their credit-card toting parents will be willing to buy on a whim, perhaps opening up a whole new supplemental retail channel for its goods.

Dubbed the Sony Access project, the company partnered with San Francisco, California-based Zoom Systems to place 10 automated kiosks in shopping malls, airports and high-end grocery stores across the U.S. Zoom, the custom manufacturer of these robotic stores, worked with the likes of Apple and Motorola and gained placement for the machines at Safeway and Macy's locations before pairing up with Sony.

Flat-screen monitors let consumers know what's available and making a purchase involves just pressing a few buttons on a touch screen and swiping a credit or debit card. Right now Sony is stocking the kiosks with a continuously rotating lineup including the PlayStation Portable player, its corresponding games and movies (kid fave *Stuart Little 3* was a recent offering), and digital cameras that can run up to US\$250 apiece.

After 18 months of internal planning, the first Access outlets appeared this past June in shopping malls in Atlanta, Georgia,

Boulder, Colorado, and Santa Rosa, California. At press time, Bruce Schwartz, senior manager of new business development for Sony Media and Application Solutions divisions, says there are plans to install seven more kiosks at various airports and grocery stores.

Ultimately, Schwartz says his company is looking to find out if consumers will buy a large part of its product offering on impulse. He points out self-service-checkout options at grocery stores are growing in popularity and thinks that putting these machines in locations such as airports will be a good fit for travelers who might want to pick up a new PSP game or movie for themselves or their wee ones while they're waiting for a flight.

Furthermore, Schwartz says research conducted by Zoom suggests high-end grocery stores are also hot spots for making pricier impulse purchases. He says the research indicates the convenience of one-stop shopping motivates consumers to buy products typically found at specialty stores like cameras from a vending machine located within a larger store.

This system also makes sales research and inventory management a snap. Zoom kiosks are outfitted with broadband connections and keep automated logs, allowing Sony to stay right on top of transactions as they take place. When a machine runs low on a certain product it sends an automatic alert to Zoom, which dispatches someone to restock it.

At this point, Schwartz says Sony doesn't have plans to replace its retail stores with automated machines. If the test is successful, however, consumers might just see Sony kiosks popping up across the U.S. soon—and maybe even Europe and Asia. Access isn't competitive with bricks-and-mortar retail stores, but rather complementary, Schwartz stresses. "We believe that there are incremental sales that we are not capturing out there in the marketplace [and Access] will be able to capture them." ■



retail

Market research report projects more cash in kids' hands by 2010

Over the next five years, American kids three- to 11-years-old will command more purchasing power than their predecessors and their parents will be spending more to keep them in the style to which they're accustomed. According to the recently published 228-page report *The Kids Market in the U.S.* from Rockville, Maryland-based market research firm Packaged Facts, by 2010 kids and tweens will wield about US\$21.4 billion in purchasing power and their parents will lay out a hefty US\$143 billion on their care.



Having fun, got money to burn—kids purchasing power is poised to top US\$21.4 billion within the next five years

In 2005, the figures sat at US\$18 billion and US\$115 billion, respectively, with parents shelling out US\$58 billion for food with the remainder purchasing other consumer goods, including entertainment. This is something of a decline from previous years but Don Montouri, report editor and publisher at Packaged Facts, explains an expected increase in the U.S. birthrate will mean more kids with more cash to spend in the near future. In the next five years aggregate expenditures on kids three to five and six to eight should spike 24%, Montouri says. For the nine to 11s growth will ring in at a more modest 14.3%.

This looming boomlet presents a golden opportunity for marketers and retailers to start catering to kids and parents needs more aggressively to cash in. However, Montouri explains while kids will command a lot of personal buying power, parents will continue to decide how most of the money gets spent. As such, marketing to caregivers will become more important than ever and Montouri pegs pushing the beneficial aspects of product, such as focusing on nutritional and educational features, will remain key to winning over gatekeepers.

A report from Scottsdale, Arizona-based high-tech market research company In-Stat, shows the potential for the educational toy market, for example, is already there. *Not Just Child's Play* projects the market will balloon to US\$5.5 billion by 2010 from its current US\$1.5-billion value.

In terms of other demos, the Boomers command an ever-growing share of market spend, as it represents about one-third of the U.S. population. But the kids market is poised to outpace the teen market over the next few years. "In terms of pure dollars, the teens will command much more buying power. But in terms of annual growth [for purchasing power] you'll see a slightly stronger showing in the kids segment," Montouri says. **DW**

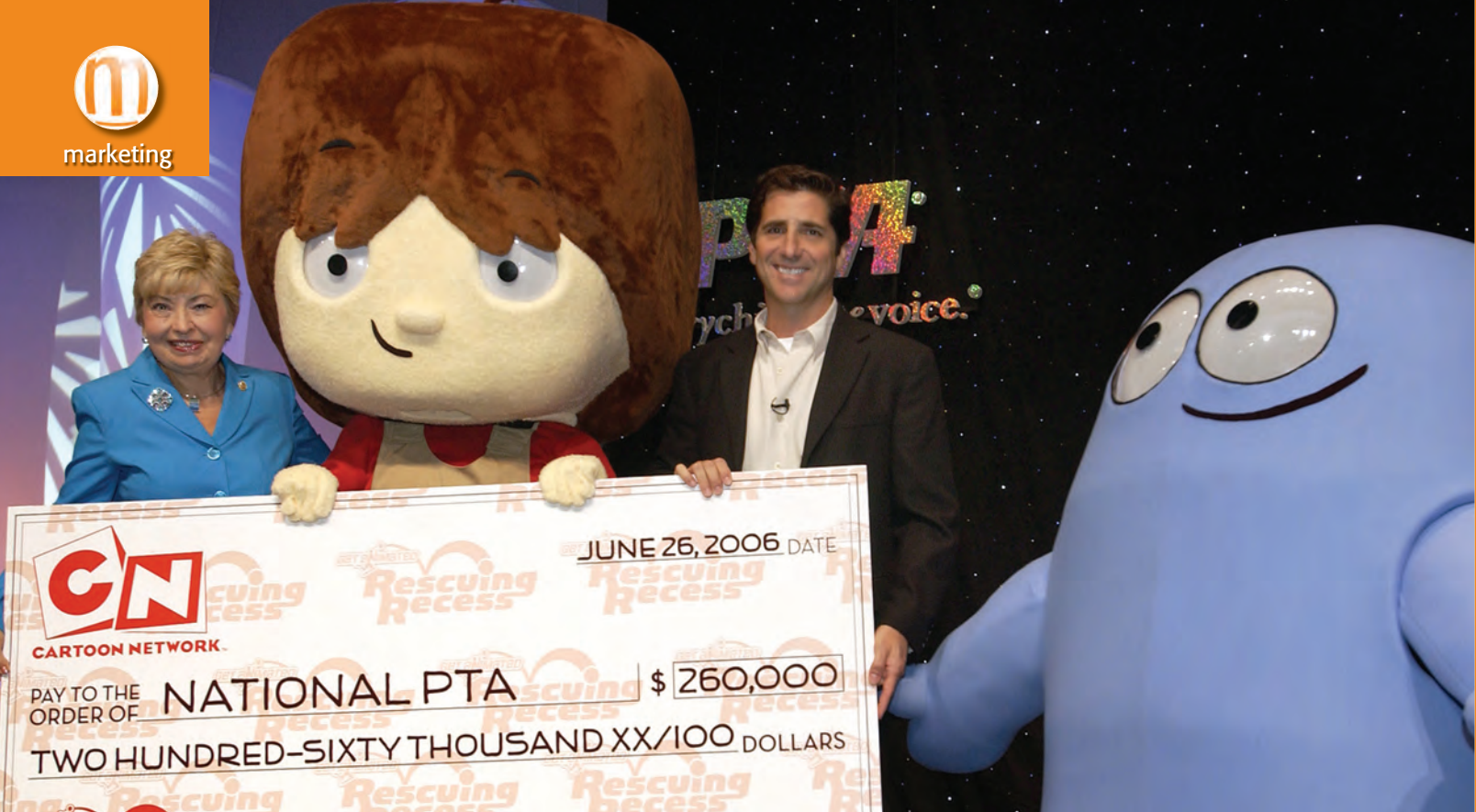
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marketing



CN'S RECESS RESCUE PLANS TAKE OFF

by lisa d'innocenzo

As the bell tolls for school-time breaks across the U.S., Cartoon and the PTA are rallying resources to save them

Recess is more than just fun and games—it's also about kids getting exercise and partaking in unstructured learning. The problem is, recess is facing a very serious threat in public schools across the U.S., which is why Cartoon Network is mobilizing kids and educators in an effort to save it. CN teamed up with the national Parent Teachers Association (PTA) for the Rescuing Recess program as part of its umbrella Get Animated campaign.

With nearly 40% of U.S. schools considering the elimination of recess (if they haven't already), executive VP and GM Jim Samples, says CN can establish an emotional connection with its audience and go to bat for it.


The effort, which kicked off in March, has so far included a PTA survey validating the need for recess, on-air PSAs, a letter writing campaign, recess kits (including game instructions and volunteer recruitment info) and US\$310,000 in grants to local schools. Individual grants of US\$5,000 were awarded to those institutions that handed in the most letters in June, while a single US\$50,000 grant was awarded to the PTA in Florida, the state with the highest participation numbers. Website rescuingrecess.com also provides would-be participants with access to information and tools to get started.

Samples points out that from a marketing perspective, one of the benefits of this campaign is its measurability. "The press response has been phenomenal. That was a number-one [goal] because we think it's less likely schools will make this decision with so many people talking about how bad the situation is," he says.

So far, CN has achieved 900-plus media hits and more than 104 million impressions nationwide, including coverage on CNN, and local affiliates of NBC, CBS, ABC and Fox, as well as in newspapers such as the *Boston Globe*, *Washington Post* and *Chicago Sun-Times*.

In total, more than 100,000 hand-written letters were collected this spring and are currently being mailed to school boards across the U.S. "Now that we have the letters, they are being directed specifically to decision makers," Samples says. "So they will not have only heard [the message] from the press, but also specifically from kids."

The net's currently gearing up to launch a second phase of the program in September (at press time details were under wraps). Then in 2007, CN, which set aside US\$1.3 million for the campaign, plans to commission a research study to measure the connection between taking school-time breaks and classroom achievement. And a new PSA campaign to showcase schools that are rescuing recess is also in the offing.

"One of the things we all agreed on [in coming up with the idea] is that we should look for actionable messages," says Samples. "We also didn't want to be preachy, as that wouldn't have been consistent with our branding." Besides, why preach when you can persuade? 

interactive media matrix

by dan waldman

In-game ad market isn't quite ready for its close-up



Those looking at in-game advertising as a means of augmenting video game development budgets, may be in for a shock. Despite the buzz surrounding this new ad medium, recent research indicates it's not a wholly viable revenue stream right now and it's going to take a lot of work to make it pay.

At the Game Advertising Summit in San Francisco last June, New York-based Jupiter Research revealed interest in in-game advertising is surprisingly low. Emily Riley, an advertising analyst for Jupiter, says her research shows only 8% of advertisers have used it over the last year and a mere 11% said they'd be trying it out. Currently, she says, there's more interest being expressed in taking video and mobile ad strategies for a whirl. Riley adds a lot of the hype for in-game ads is being generated by makers of next-gen console games touting the new technologies as ripe for advertising opps.


Michael Cai, director of broadband and gamer research for Dallas, Texas-based digital media research firm Parks Associates, argues in-game advertising is being held back as a medium because it has not been

approached in the same way as TV and other mainstream advertising channels have been. Cai, who also presented at the summit, has faith in in-game advertising's potential and estimates the market will be worth US\$400 million by 2009. If this projection is accurate, then one would be hard-pressed to play any video game without seeing

some form of embedded advertising in just a few years from now.

The problem, Cai says, is in-game advertising is much too fragmented and has no common format. In order to place an ad in a game nowadays, advertisers usually have to work directly with game developers. Whereas with TV, for example, they can deal with the networks as aggregators. "Even though an advertisement might be suitable for 20 games, it only ends up being in one," Cai says. Talking to just one developer and publisher is time-consuming enough and the thought of dealing with several is off-putting, he says.

The solution lies with game advertising companies that can gather games into catalogues and/or networks, making it easier to place ads in multiple games.

Not surprisingly, the wheels are already in motion. Last May, Microsoft announced the acquisition of New York-based in-game advertising network Massive. Game advertising company Double Fusion has also teamed up with fellow San Francisco, California on-line portal Macrovision to offer in-game ads via the web. 

DigEcor makes kids entertainment an in-flight priority

Springville, Utah-based DigEcor has inked a deal with Taffy Entertainment to put its series on the digEplayer in-flight portable entertainment system. DigEcor CEO Brent Wood says the agreement is just the beginning of DigEcor's initiative to add more kids content to the players that are available for rent while traveling on more than 25 different airline and train companies.

Pet Alien, *ToddWorld* and *Jakers! The Adventures of Piggley Winks* are available on Alaska Airlines and Amtrak digEplayers in the U.S. Although the electronics company also has licensing agreements with Warner Bros. and Disney for kids content, Taffy is the first to license TV series for the service.

DigEcor's new digEplayer XT plays videos and games and will start appearing on airlines this fall. Wood says he is now in discussions with various game companies to get kids interactive offerings on the player. In fact, he's now seeking kids content from all platforms including film, TV and audio.



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RadarsScreen

Kidtoon Films provides more big-screen opps for branded family fare

by gary rusak

Kidtoon Films, a Woodland Hills, California subsidiary of Sabella Dern Animation, started delivering family-friendly cinematic fare to kids on weekend mornings two years ago. And thanks to a new partnership with National Amusements, the program's reach is getting a sizeable boost.

The cinema chain with more than 1,500 screens across the U.S., U.K., Latin America and Russia, has turned to Kidtoon in an attempt to capture the three to nine year old demo and its parents. National took on the program that features a monthly weekend morning screening of a G-rated release in May, moving it into 17 theatres.

Michele Martell, COO of Kidtoon Films, says the program was born from a desire to connect an under-served market (there are only four or five major studio G-rated releases a year) with appropriate content. As the films are shown at 10 a.m. (a time when most theatres aren't normally being used) the movie houses benefit as well.

For around US\$20 a family of four can take in a flick culled from a lineup of animated films based on popular properties and franchises with more modest budgets than those produced by the likes of Disney or DreamWorks. Some titles on the upcoming Kidtoon sked include *Arthur's Missing Pal* from Lions Gate, DIC Entertainment's *Strawberry Shortcake*, *The Sweet Dreams Movie* and *My Little Pony: The Runaway Rainbow* produced by Hasbro and Paramount.

The screenings are only part of the offering. Kidtoon commissions film critiques and accompanying discussion points from noted children's entertainment expert Dr. Donna Mitroff, who acts as an independent consultant to the company.

"There are fewer and fewer opportunities for adults and children to have a media experience that they share," Mitroff says. The movies, she notes, provide one of the key ways for families to connect. And Mitroff's film guides help get parents started.

The write-ups are available for download on kidtoonfilms.com prior to the film's release date, so parents can get prepared. For last May's headliner, *The Secret of the Sword* starring She-Ra Princess of Power, Mitroff's missive encouraged families to consider the characteristics of the heroine with their kids and suggested children imagine and then describe her next adventure.

Since the selected films run in digital theatres exclusively, the program's further growth is contingent upon the adoption of the tech. The program is currently available in 11 states and plans are in the works to land screens throughout the Southern U.S., with possible deals in Canada and Latin America in the offing. An interactive host as well as feature wraps and interstitials

will be added to the theatre experience along with a comprehensive promotion and marketing strategy in the coming months. The new material will debut alongside the October selection, *Strawberry Shortcake*. **S**



Lions Gate's *Arthur's Missing Pal* is one of 12 selections for the innovative Kidtoon Films in-theatre program

RadarScreen

| Title & Primary Target Audience | Release Date | Story Line (A: animation, L: live action, CGI: computer generated images) | Studio & Distributor | Licensing Contact | Promotion Contact | Licensees & Promotional Partners |
|---|-------------------|--|---|---|---|---|
| Strawberry Shortcake, The Sweet Dreams Movie Family | October 2006 | (CGI) The first ever full-length Strawberry Shortcake feature will find the well-known character daydreaming of a new field of berry bushes. However, along with her friends, she must travel to the Land of Dreams and square off against the greedy Peculiar Purple Pie Man. | American Greetings/DIC Entertainment/Fox Home Entertainment | Cynthia Modders, senior VP of worldwide consumer products, DIC Entertainment, 818-955-5400, cmodders@dicent.com | Michael Berreth, director of marketing, DIC Entertainment, 818-955-5400, mberreth@dicent.com | Licensees: Toys 'R' Us (webisodes); Playmates Toys (toys); DVD (Fox Home Entertainment). There are more than 300 licensees worldwide for the property. |
| Happy Feet Family | November 17, 2006 | (CGI) A comedy-adventure set in the heart of Antarctica. Penguins need special songs to attract their soul mates, and Mumble is the worst singer in the world....But he can tap dance like Fred Astaire! Elijah Wood, Nicole Kidman and Hugh Jackman lend their voicing talents. | Warner Bros. Pictures/Village Roadshow Pictures, in association with Animal Logic Films | Domestic: Karen McTier, executive VP of domestic licensing and worldwide marketing, Warner Bros. Consumer Products, 818-954-3008, Karen.mctier@warnerbros.com; International: Jordan Sollitto, executive VP of international licensing and new business initiatives, Warner Bros. Consumer Products, 818-954-7807, Jordan.sollitto@warnerbros.com | Domestic: Mimi Slavin, senior VP of national promotions, Warner Bros., 818-954-6026, mimi.slavin@warnerbros.com | Licensees: Thinkway Toys (master toy); Sababa Toys (games); Jakks Pacific (activity sets); Hallmark (party goods); Shaw Creations (children's umbrellas, PVC rain ponchos); Ceaco (puzzles); Penguin Publishing has rights to nine formats including storybooks, coloring and activity books, and board books. |
| Charlotte's Web Family | December 20, 2006 | (L) Wilbur the pig is devastated when he learns his destiny, like that of all pigs, is to become breakfast. Determined to save him, his spider friend Charlotte spins a miraculous web with the words "Some Pig," convincing his farmer owner and the community that Wilbur is indeed no ordinary animal and deserves to be saved. Based on the best-selling and award-winning novel by E. B. White. | Nickelodeon Movies/Paramount Pictures | Leigh Anne Brodsky, president of Nickelodeon & Viacom Consumer Products, 212-846-7066 | Pam Kaufman, executive VP of marketing and worldwide partnerships, Nickelodeon, 212-846-5930 | Licensees: Kids Headquarters (apparel); Madame Alexander (dolls); Ty (specialty plush); Hasbro (games and puzzles); HarperCollins (color and activity books); Sega (video games); High Intensity (jewelry); MZ Berger (watches). Nick is also on the lookout for packaged goods partners. |
| Delgo Family | Winter 2006 | (CGI) Freddie Prinze Jr., Jennifer Love Hewitt, Val Kilmer and Kelly Ripa will all lend their voices to this fantasy adventure about a motley crew of teens living in a divided world. Delgo, a daring but naive teenager, rallies his friends to protect their homeland from conflict between the Lockni and Nohrin people. Meanwhile, his rebellious past keeps coming back to haunt him. | Fathom Studios/Electric Eye Entertainment | Joy Tashjian, president of Joy Tashjian Marketing Group, 925-736-0512, Trdemrkmgt@aol.com | Joy Tashjian, president of Joy Tashjian Marketing Group, 925-736-0512, Trdemrkmgt@aol.com | Licensees: Playmates Toys (master toy); Penguin Group (publishing); Dan River (bedding) and S.G. Footwear (footwear). |

| | | | | | | | |
|-------------------------------------|--------|--------------|---|---|--|--|---|
| Teenage Mutant Ninja Turtles | Family | March 2007 | (CGI) The pizza-loving, sewer dwelling martial arts masters are heading for the silver screen in a new movie adapted from the original comic book series, which will be slightly grittier than the previous live-action pictures. Trained from their youth by ninja-master rat, Splinter, the turtles are given the names of great Renaissance painters: Raphael, Michelangelo, Donatello and Leonardo. They eventually emerge from the sewers into the strange, dangerous world of humans. The script is still in development, but it will center on an origins story, mapping out where the heroes in a half shell came from and how they got their powers. | The Weinstein Company/Warner Bros. Pictures/Imagi Animation Studios | Laurie Windrow, senior VP of marketing and licensing, 4Kids Entertainment, 212-758-7866 ext. 209, lwindrow@4kidsent.com | Domestic: Mimi Slavin, senior VP of national promotions, Warner Bros., 818-954-6026, mimi.slavin@warnerbros.com | Licensees: Playmates Toys and Ubisoft have already jumped on board to create action figures, vehicles, role play and playsets and video games. 4Kids holds exclusive worldwide merchandising rights and will launch a comprehensive licensing program. Plans to increase the retail presence of the property in all the core categories including toys, video games, wireless, apparel, and publishing are in the works. |
| Spider-Man 3 | Family | May 4, 2007 | (L) The third installment of the series finds Spider-Man on top of the world, enjoying public adulation and fame. However, a rival for his beloved MJ's affection and two new super villains, Sandman and Venom, could spoil his fun. The original cast and director return in the second sequel to the franchise that has grossed more than US\$1.5 billion worldwide. | Columbia Pictures/Marvel Studios/Laura Ziskin Productions | Domestic: Tim Rothwell, president of consumer products group, Marvel Studios, 310-550-3113, timr@marvelwest.com; International: Bruno Maglione, president of Marvel Entertainment International, 44-20-7031-0415, bmaglione@marvel.com | Mary Goss Robino, senior VP of global promotions, Sony Pictures Consumer Products, 310-244-3999, Mary_Robino@spe.sony.com; Chris Cerbo, director of global promotions, Sony Pictures Consumer Products, 310-244-2759, Chris_Cerbo@spe.sony.com | Licensees: Hasbro (master toy); Mega Bloks (construction); MGA (toys); Hallmark (social expressions and party goods); Activision (interactive games); Disguise (costumes); HarperCollins (publishing); Jay Franco (domestics); Zooth/Gillete (personal care) and Techno Source (handheld electronics). Several additional deals are expected to be made in advance of the opening. |
| Shrek the Third | Family | May 18, 2007 | (CGI) The big green man who now rules Far, Far Away with his wife Fiona is back, but he longs to return to his beloved swamp. While Shrek and trusty sidekick Puss in Boots search for the kingdom's rightful heir, Fiona is left to fend off Prince Charming's ceaseless coup attempts. | DreamWorks Animation | Rick Rekedal, head of licensing and retail marketing, DreamWorks Animation, 818-695-7011 | Susan Spencer, head of national promotions, DreamWorks Animation, 818-695-9769 | Licensee: MGA Entertainment has inked a deal that will see it produce products across a wide range of categories, including dolls and collectible figures, plush, youth electronics, games, puzzles and room décor. |
| Surf's Up | Family | June 8, 2007 | (CGI) A look behind the scenes of the high-octane world of competitive penguin surfing. Cody Maverick is about to enter his first pro competition, inspired by his hero, a legendary wave rider named Big Z. Cody leaves his hometown of Shiverpool, Antarctica to travel to the tropical island Pen-Gu for the Big Z Memorial Surf Contest. But when he unexpectedly comes face-to-face with a washed up old surfer named The Geek (voiced by Jeff Bridges), Cody begins to understand that the greatest champion isn't always the one who finishes first. | Sony Pictures Animation | Julie Boylan, VP of sales and retail, Sony Pictures Consumer Products, 310-244-4155, juli_boylan@spe.sony.com | Lee Dollar, VP of global promotions, Sony Pictures Consumer Products, 310-244-4846, lee_dollar@spe.sony.com | Licensees: Jakks Pacific (master toy). |

RadarScreen

| Title & Primary Target Audience | Release Date | Story Line (A: animation, L: live action, CGI: computer generated images) | Studio & Distributor | Licensing Contact | Promotion Contact | Licensees & Promotional Partners |
|--|------------------|---|--------------------------------|---|---|--|
| Journey to the Center of the Earth 3-D Family | July 20, 2007 | (High definition 3-D) A teenager and his scientist uncle discover a hidden message in an ancient artifact. In an effort to put the pieces together and solve the centuries' old riddle, they head off on a whirlwind expedition. Their fast-paced adventure leads them through a series of never before seen worlds, landscapes and creatures. | New Line Cinema/Walden Media | David Imhoff, senior executive VP of world-wide licensing and merchandising, New Line Cinema, 212-649-4944, david.imhoff@newline.com | Lance Still, executive VP of national promotions, New Line Cinema, 310-967-6947, lance.still@newline.com | Licensing and promo opps: New Line Cinema is exploring marketing and licensing opportunities across the board. |
| Harry Potter and the Order of the Phoenix Family | Summer 2007 | (L) J.K. Rowling's boy wizard and his trusted friends Hermione and Ron return to study magic at Hogwarts only to find that evil Lord Voldemort is back and the school's defensive magic courses are going to be little help in fighting the powerful dark force. Harry is forced to set up a small but powerful troop, dubbed Dumbledore's Army, in order to prepare the students for the battle that lies ahead. | Warner Bros. Pictures | Domestic: Karen McTier, executive VP of domestic licensing and worldwide marketing, Warner Bros. Consumer Products, 818-954-3008, Karen.mctier@warnerbros.com; International: Jordan Sollitto, executive VP of international licensing and new business initiatives, Warner Bros. Consumer Products, 818-954-7807, Jordan.sollitto@warnerbros.com | Domestic: Mimi Slavin, senior VP of national promotions, Warner Bros., 818-954-6026, mimi.slavin@warnerbros.com | Licensees: Warner Bros. Consumer Products will launch a comprehensive licensing program across all key categories including toys, games, apparel, accessories, publishing, collectibles, hardlines and more. New artwork will be developed to reflect the storylines in the latest installment of the series. |
| Bee Movie Family | November 2, 2007 | (CGI) Jerry Seinfeld co-wrote and is producing and starring in the movie opposite Renée Zellweger. Barry B. Benson, a graduate bee fresh out of college, is disillusioned with the prospect of having only one career choice—honey. On a chance opportunity to get outside the hive, Barry's life is saved by a New York City Florist named Vanessa. As their relationship blossoms, Barry's eyes are opened to the world of humans and the mass consumption of honey. Armed with this information, Barry realizes his true calling in life and decides to sue the human race for stealing the bees' honey. As a result, Barry gets caught up in the middle of the conflict and finds himself with some very unusual problems to solve. | DreamWorks Animation/Paramount | Rick Rekedal, head of licensing and retail marketing, DreamWorks Animation, 818-695-7011 | Susan Spencer, head of national promotions, DreamWorks Animation, 818-695-9769 | Licensees: Activision (video games). |

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| The Golden Compass Teens | November 16, 2007 | (L) An adaptation of Philip Pullman's novel about a mysterious parallel universe where shape shifting "daemons", bears, witches and angels ply their magical trade. The series has sold more than 10 million copies and been translated into 30 plus languages. | New Line Cinema/ Scholastic Media | International: David Imhoff, senior executive VP of worldwide licensing and merchandising, New Line Cinema, 212-649-4944, david.imhoff@newline.com; Domestic: Gary Hymowitz, VP of consumer products, Scholastic Media, 212-389-3934, ghy-mowitz@scholastic.com | Lance Still, executive VP of national promotions, New Line Cinema, 310-967-6947, lance.still@newline.com | Licensing and promo opps: New Line is exploring marketing and licensing opportunities across the board. |
| Nancy Drew Teens and Family | 2007 | (L) Based on characters created by Carolyn Keene from the iconic book series, the film version will follow teen detective Nancy (Emma Roberts) as she accompanies her father to L.A. on a business trip. By chance she comes across evidence about the long-unsolved murder of a Hollywood starlet. Mystery, intrigue and Hollywood glamor collide as our teenage heroine solves the crime. | Warner Bros. Pictures | Domestic: Karen McTier, executive VP of domestic licensing and worldwide marketing, Warner Bros. Consumer Products, 818-954-3008, Karen.mctier@warnerbros.com; International: Jordan Sollitto, executive VP of international licensing and new business initiatives, Warner Bros. Consumer Products, 818-954-7807, Jordan.sollitto@warnerbros.com | Domestic: Mimi Slavin, senior VP of national promotions, Warner Bros., 818-954-6026, mimi.slavin@warnerbros.com | Licensing and promo opps: Warner Bros. Consumer Products is exploring a targeted licensing program to accompany the film. |
| Igor Family | 2007 | (CGI) This whimsical take on monster movies has famous hunchback sidekick Igor taking center stage in an attempt to showcase his own mad genius. When the Evil Science Fair is announced, our hero knows it's his chance to finally be taken seriously. | Exodus Film Group/ The Weinstein Company | Bruce Auerbach, president of consumer products, Exodus Film Group, 310-392-7778 info@exodusfilmgroup.com | Spence Bovee, senior VP of marketing, Exodus Film Group, 310-392-7778, spence@exodus-filmgroup.com | Licensing and promo opps: The Weinstein Company and Exodus Film Group are exploring marketing and licensing opportunities across the board. |
| Mimzy Family | 2007 | (L) An 11-year-old boy and his five-year-old sister discover a box of toys and a stuffed rabbit named Mimzy on the beach one day. The mysterious discovery leads them to a series of adventures as they attempt to complete a daunting task that has been set before them. | New Line Cinema | David Imhoff, senior executive VP of worldwide licensing and merchandising, New Line Cinema, 212-649-4944, david.imhoff@newline.com | Lance Still, executive VP of national promotions, New Line Cinema, 310-967-6947, lance.still@newline.com | Licensing and promo opps: New Line is exploring marketing and licensing opportunities across the board. |

RadarScreen

| Title & Primary Target Audience | Release Date | Story Line (A: animation, L: live action, CGI: computer generated images) | Studio & Distributor | Licensing Contact | Promotion Contact | Licensees & Promotional Partners |
|--|----------------|--|--|--|--|---|
| Bratz Tweens | 2007 | (L) The screenplay for the first feature film foray for this well known girls property is currently being written with production targeted to begin in the fall. | MGA Entertainment, Avi Arad Productions and Crystal Sky Pictures | Dave Malacrida, director of public relations, MGA Entertainment, 818-894-2525 ext. 6590, Dmalacrida@mgae.com; Rachel Griffin, manager of public relations, MGA Entertainment, 818-894-2525 ext. 6592, Rgriffin@mgae.com | Andrew Hyatt, creative executive, Crystal Sky Pictures, 310-843-0223, Andrew@crystal-sky.com | Licensing and promo opps: MGA Entertainment has an extensive line of licensed products for Bratz including, toys, games, dolls, consumer electronics, home décor, stationery and sporting goods. |
| Jay Jay's Race Round the World Kids and Family | Late 2007/2008 | (A) The race is on when Jay Jay the Jet Plane must square off against Ace Winger in an around-the-world scavenger hunt arranged by their bosses EZ O'Malley and Mighty Mike Magoon. At stake is which airline will secure the delivery routes to some of the most important destinations in the world. In an adventure that takes them all the way from the Taj Majal to the Great Wall of China, Jay Jay and Ace meet many new interesting people along the way and learn the true value of friendship. | Porchlight Entertainment/UTV Toons | Caren Shalek, senior VP of consumer products, Porchlight Entertainment, 917-620-5519, cshalek@porchlight.com | Caren Shalek, senior VP of consumer products, Porchlight Entertainment, 917-620-5519, cshalek@porchlight.com | Licensing and promo opps: Porchlight is currently seeking partners across all categories. |
| Space Chimps Kids | July 2008 | (CGI) A comedy-adventure about two NASA chimps that are sent to a galaxy far, far away. One chimp has all the right stuff, while the other is a good-natured goofball. The pair finds themselves on a strange, uncharted planet, where they embark on a fantastical journey to save its inhabitants from a tyrannical leader. | Twentieth Century Fox/Starz Entertainment Group | Domestic: Michael Peikoff, VP of domestic licensing, 20th Century Fox, 310-369-0897; (Canada, Pacific Rim and the Americas) Gary Krakower, VP of international licensing, Twentieth Century Fox, 310-369-5681; (UK, Europe, Mid-East and Africa) Carl Lombard, managing director Fox licensing Europe, Twentieth Century Fox 44-207-314-7079 | Howard Nelson, VP of brand marketing, Starz Entertainment Group, 818-748-4081, howard.nelson@idte.net | Licensing and promo opps: Twentieth Century Fox is exploring marketing and licensing opportunities across the board. |
| Kung Fu Panda Family | Summer 2008 | (CGI) Po is a Kung Fu fanatic, but his shape doesn't exactly lend itself to Kung Fu fighting. That's a problem because powerful enemies are at the gates, and all hopes have been pinned on a prophecy naming Po as the Chosen One to save the day. | DreamWorks Animation | Rick Rekedal, head of licensing and retail marketing, DreamWorks Animation, 818-695-7011 | Susan Spencer, head of national promotions, DreamWorks Animation, 818-695-9769 | Licensing and promo opps: DreamWorks Animation is exploring marketing and licensing opportunities across the board. |

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| | | A group of martial arts masters, the Furious Five, are going to need a black belt in patience to turn this slacker panda into a Kung Fu fighter before it's too late. Jack Black is onboard to voice Po, while Angelina Jolie will make an appearance as a master. | | | | |
| Horton Hears a Who Kids & family | 2008 | (CGI) Dr. Suess's classic and comical tale of loveable elephant Horton comes to the big screen. When Horton hears a cry for help from a tiny speck of dust, he does everything in his power to protect the wee creatures living on it, even though all his friends think he's gone batty. | Dr. Seuss Enterprises/Blue Sky Studios/Twentieth Century Fox | Susan Brandt, executive VP of licensing and marketing, Dr. Suess Enterprises, 858-459-9744, susanb@drsuess.com | Rita Prosyak, VP of feature film promotions, Twentieth Century Fox, 310-369-3125 | Licensees: With more than 30 partners attached to the original property, Dr. Seuss Enterprises is looking to broaden the program's base across several categories, as well as locking in a U.K. agent to handle an international rollout. |

Also slated... films with no announced partners

| Title & Primary TargetAudience | Release Date | Story Line (A: animation, L: live action, CGI: computer generated images) | Studio and Distributor | Title & Primary Target Audience | Release Date | Story Line (A: animation, L: live action, CGI: computer generated images) | Studio and Distributor | | | | | | | | |
|--|--|--|------------------------|--|--------------|---|--------------------------------------|------------------------------|-------------|-----------------------------|--|--------------------------|---------------|-----------------------------------|---|
| The Simpsons Movie Family | July 27, 2007 | The film is expected to build upon the series’ long-standing characters as well as explore the back story of some of the smaller players. Fox is preparing a targeted movie-based merch program for adult and kid fans in key categories including toys, apparel and food & beverage. he property’s 600-plus licensees will most likely get a first shot at the movie action and a chance to refresh current product lineups. Additionally, a dedicated on-line store has already been launched featuring Simpsons SKUs produced by its base of international licensees. | Twentieth Century Fox | Bridge to Tera-bithia Kids and Family | Summer 2008 | (L) All summer, Jess pushed himself to be the fastest boy in the fifth grade, and when the year’s first schoolyard race was run, he was going to win. But his victory was stolen by a newcomer, a girl named Leslie. When Jess finds himself unexpectedly sticking up for Leslie, the friendship between the two grows, as Jess guides the city girl through the pitfalls of life in a small town, and Leslie draws him into the imaginary world of magic and ceremony called Terabithia. Here, Leslie and Jess rule supreme among the oaks and evergreens, safe from the bullies and ridicule of the mundane world. They’re safe until an unforeseen tragedy forces Jess to reign in Terabithia alone and both worlds are forever changed. | Nickelodeon Films/Paramount Pictures | | | | | | | | |
| The Hero Of Color City Kids and family | Fall 2007 | (CGI) This comedy chronicles the adventures of a colorful band of crayons as they strive to protect their magical, multi-hued homeland from an evil tyrant that threatens to rid their world of all joy and color. | Exodus Film Group | <div>Films in Development</div> <table><tr><td>Twentieth Century Fox</td><td>Biblionauts</td></tr><tr><td>Walt Disney Pictures</td><td>The Santa Clause 3, Toy Story 3, A Day With Wilbur Robinson, American Dog, Rapunzel Unbraided, The Monstrous Memoirs of Mighty McFearless, Enchanted, Prince Caspian, The Frog Princess, Underdog, The Missing Link, Meet the Robinsons, Hanuman, Ratatouille, Gnomeo & Juliet</td></tr><tr><td>Exodus Film Group</td><td>Bunyan & Babe</td></tr><tr><td>Big Idea/Universal Studios</td><td>The Pirates Who Don’t Do Anything—A VeggieTales Movie</td></tr></table> | | | | Twentieth Century Fox | Biblionauts | Walt Disney Pictures | The Santa Clause 3, Toy Story 3, A Day With Wilbur Robinson, American Dog, Rapunzel Unbraided, The Monstrous Memoirs of Mighty McFearless, Enchanted, Prince Caspian, The Frog Princess, Underdog, The Missing Link, Meet the Robinsons, Hanuman, Ratatouille, Gnomeo & Juliet | Exodus Film Group | Bunyan & Babe | Big Idea/Universal Studios | The Pirates Who Don’t Do Anything—A VeggieTales Movie |
| Twentieth Century Fox | Biblionauts | | | | | | | | | | | | | | |
| Walt Disney Pictures | The Santa Clause 3, Toy Story 3, A Day With Wilbur Robinson, American Dog, Rapunzel Unbraided, The Monstrous Memoirs of Mighty McFearless, Enchanted, Prince Caspian, The Frog Princess, Underdog, The Missing Link, Meet the Robinsons, Hanuman, Ratatouille, Gnomeo & Juliet | | | | | | | | | | | | | | |
| Exodus Film Group | Bunyan & Babe | | | | | | | | | | | | | | |
| Big Idea/Universal Studios | The Pirates Who Don’t Do Anything—A VeggieTales Movie | | | | | | | | | | | | | | |
| Amarillo Armadillo Kids and family | 2007 | (CGI) Set in Texas during the 1920s, the story follows Montie, a hapless, ne’er-do-well British oil prospector, Oliver, a love struck armadillo and Uriah, a cynical horned-toad, as they attempt to find and rescue one of their own—Oliver’s true-love Arabella. Their adventure allows Montie & friends to conquer fears and obstacles none could have faced alone and, in the end, discover the true value of courage, friendship, and love. | Vanguard Animation | | | | | | | | | | | | |

people in new jobs



Mark Caplan



Cindy Elfenbein



Valerie Fry



Gary Krakower



Louise O'Toole



Zac Reeder

Amberwood Entertainment (Ottawa, Canada, 613-238-4567): Moving up from head of production, **Chantal Ling** is now executive VP of Amberwood. Ling will be overseeing all company operations, including development, production, distribution and merchandising. In her former role, she produced *The Secret World of Benjamin Bear* and live-action/CGI special *The Snow Queen*. Before joining Amberwood about three years ago, Ling ran Bossy Pictures, her own independent prodco in Ottawa, Canada.

CBeebies (London, England, 44-207-743-8000): In the new role of head of CBeebies production, animation and acquisitions, **Kay Benbow** will be leading the channel's in-house production team and head up all animation and acquisitions. Benbow worked as a producer/director for preschool series *Tweenies* at Tell-Tale productions before joining the Beeb as executive producer of independents and events for CBeebies in 2000. In her new position, she'll be reporting to Richard Deverell, controller of BBC Childrens.

Chapman Entertainment (London, England, 44-870-403-0556): Strategic development and implementation of new licensing projects are among **Valerie Fry's** responsibilities as Chapman's head of licensing. In the newly created position, developing an ancillary program for Roary the Racing Car top's Fry's to-do list. Most recently at Celador International, she was senior commercial manager working on properties including *Who Wants To Be A Millionaire*. Prior to Celador, Fry served as VP of licensing at Gullane Entertainment, directing international strategies for Thomas The Tank Engine among other brands.

DIC Entertainment (Burbank, California, 818-955-5400): **Jeffrey Edell** will be managing DIC's worldwide operations as the company's new president and COO. His new job will see him managing DIC's operating units worldwide, including consumer products, television and home entertainment. In his most recent position, Edell was president and COO of health-related consumer products company MFC Development. Prior to MFC, he was chairman of Intermix Media, where he was involved in the development and

operation of on-line businesses including MySpace.

Meanwhile, **Laura Kirin** will be managing DIC's Mid-West and South-West advertising clients as the new account executive for advertising sales and marketing. Kirin comes to DIC from ABC Family & Kids as an account executive, where she forged advertising partnerships in different media with the likes of Dairy Queen and Disney.

Educational Adventures (Charlotte, North Carolina, 704-443-7474): As the new chief licensing officer, **Rafe Offer** is representing Educational Adventures' Danger Rangers Brand. Before starting his own consulting business, Offer held the post of director and brand manager for Walt Disney Consumer Products, where he worked with properties such as Mickey Mouse and Winnie the Pooh. He came to Disney from the position of director and manager of global marketing and licensing innovation for the Coca-Cola Company.

FremantleMedia (New York, New York, 212-541-2800): Moving up from VP of development, **Julie Uribe** will be overseeing all of Fremantle's North American reality TV programming as the new senior VP of development. Uribe, a former executive VP of development at Arden Entertainment and director of development at Filmgarden Entertainment, will also be managing pilot production as part of her new job.

In Fremantle's U.K. division, **Dominic Burns** has been appointed VP of licensing. In his new job, Burns will be heading up the company's sponsorship, brand licensing, and interactive businesses, as well as seeking new commercial initiatives in the U.K. Before joining Fremantle as VP of sponsorship and advertiser relationships in 2003, Burns worked for Eurosport TV as head of commercial strategy.

LeapFrog Enterprises (Emeryville, California, 510-595-2470): The high-tech edutainment toy maker has appointed **Jeffrey G. Katz** to take the helm as CEO. As the new chief, Katz will be managing LeapFrog's international retail presence and product portfolio. A veteran in the airline industry, Katz most recently was the founder and CEO of Orbitz LLC, an on-line travel company.

He also sat on the board of directors at Northwest Airlines and served as CEO of Swissair before joining LeapFrog's board of directors in 2004.

LIMA (New York, New York, 212-244-1944): As a seasoned licensing industry veteran, **Kelvyn Gardner** brings about eight years of experience to the table as the new managing director of LIMA UK. Gardner will be harnessing LIMA's relationships with the U.K. licensing community and fostering further consultation through network events; he will also be managing the company's sponsorship of the Brand Licensing Show. As the former head of his own licensing company Asgard Media, Gardner has been a consultant in the licensing industry since 1998 and has served previously on the LIMA UK Advisory Committee.

Marvista Entertainment (Los Angeles, California, 310-737-0950): In the new position of head of acquisitions, **Zac Reeder** will be looking for independently produced programming, including kids' animated and live-action features and series for all demographics. Reeder will be traveling the world, attending events to connect with independent producers. Before Marvista, Reeder worked for PorchLight as head of acquisitions after founding his own independent film prodco 4 Corners Entertainment.

National Geographic Television International (London, England, 44-207-751-7555): As the new head of kids sales, **Karen Vermeulen** will be working with U.K. and U.S.-based production teams to drive NGTI's kids' programming. A former European territory manager for Entertainment Rights, Vermeulen has sales experience with brands such as Postman Pat and Basil Brush. At National Geographic, she will be managing the company's catalogue, including titles *Mama Mirabelle's Home Movies* and *Iggy Arbuckle*.

PorchLight Entertainment (Los Angeles, California, 310-477-8400): Filling the new post of senior VP of acquisitions, **Karen Roberts** will be on the lookout for films and series for PorchLight's distribution library. Roberts most recently worked as senior VP for Dream Entertainment, where she headed up acquisitions. She served at Myriad Pictures as senior VP of acquisitions before signing on with Dream.

PBS (Alexandria, Virginia, 703-739-5000): Public broadcasting vet **John Boland** has been appointed to fill the newly created position of chief content officer starting in September. Boland's job will have him directing TV programming, new media, education and promotion across all of PBS' various platforms including PBS Kids. Boland comes to PBS from San Francisco, California-based KQED Public Broadcasting, where he worked for more than a decade and now serves as executive VP and chief content officer.

Sony Pictures Consumer Products (Culver City, California, 310-244-7788): Coming over from the position of VP of retail business development at toyco MGA, **Cindy Elfenbein** has joined Sony as executive director of retail development and promotions. The new position will have Elfenbein managing the retail side

of Sony's properties such as the upcoming *Surf's Up* movie and new preschool series *It's A Big Big World*. Before signing on with MGA, Elfenbein served as executive director for DIC Entertainment and put in more than seven years as a senior account executive for Warner Bros. Consumer Products.

Meanwhile, **Mark Caplan** has been promoted from executive director of interactive to VP of hardlines. Caplan has been with SPCP for the past decade. He signed on in 1996 as an account manager after working for consulting firm LCA Investments as a business development associate. His new job will have him handling SPCP's hardline deals, including video games and toys.

Additionally, **Sharie Van Gilder** has been appointed to the position of director of softlines. She'll be in charge of licensing sales for categories like apparel, accessories, housewares and domestics. Coming from Warner Bros. Consumer Products, where she served as director of retail, Van Gilder has more than 15 years of wholesale experience.

Taffy Entertainment (London, England, 44-779-695-8169): **Louise O'Toole** has taken up the post of managing director at Taffy's new London office. O'Toole will be managing Taffy's current slate including *Jakers! The Adventures of Piggley Winks* and mining the European market for new properties. Her most recent job was acting managing director at The Licensing Company in the U.K., after a stint at Entertainment Rights, where she worked on kids brands such as Postman Pat and Little Red Tractor.

Tele Images International (Paris, France, 33-144-351-741): After around nine years at France Television Distribution, **Alexandre Piel** has been named the new head of international co-productions for Tele Images International. Piel's new job will have him managing the pre-financing aspect of the company's productions and selling into France and the U.K. Piel started at France Television Distribution in 1997 as head of the video products division. Most recently, he was responsible for development, acquisitions, marketing and pre-financing for FTD's animated series and documentaries.

Toys 'R' Us (Paramus, New Jersey, 201-262-7800): As the new president of TRU, **Ronald Boire** will be overseeing all aspects of the business, including marketing, merchandising and operation. Boire was formerly an executive VP of merchandise at Best Buy. Before his stint at the electronics retailer, Boire spent 17 years at Sony in a number of marketing roles, including president of Sony Personal Mobile Products Company and president of Sony Electronics Consumer Sales Company.

Twentieth Century Fox Licensing & Merchandising (Los Angeles, California, 310-369-1000): **Gary Krakower** has been promoted from director of Canadian licensing to VP of international licensing, where he will be heading up Fox's international licensing, retail and TV promotions in more than five countries. Krakower joined Fox in 1998 and headed the merch and retail program for Ice Age: The Meltdown in Latin America and Australia. He came to Fox from Canadian promotions agency MNPG, where he managed advertising accounts for clients such as Porsche/Audi and Good Year.



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How to reach

some of the key companies in this issue

4Kids Entertainment
New York, New York

212-758-7666
www.4kidsentertainment.com

Alphanim
Paris, France

33-1-49-96-4465
www.alphanim.com

Amazon.com
Seattle, Washington

206-622-2335
www.amazon.com

America Online
Dulles, Virginia

1-800-827-6364
www.aol.com

Bandai
Tokyo, Japan

81-4-7146-0371
www.bandai.com

Blue zoo
London, England

44-207-434-4111
www.blue-zoo.co.uk

DIC Entertainment
Burbank, California

818-955-5400
www.dicentertainment.com

DigEcor
Springville, Utah

801-489-2120
www.digecor.com

Double Fusion
San Francisco, California

415-975-9991
www.doublefusion.com

Dr. Seuss Enterprises
San Diego, California

858-459-9744
www.seussville.com

Exodus Film Group
Venice, California

310-392-7778
www.exodusfilmgroup.com

Fisher-Price
East Aurora, New York

716-687-3000
www.fisher-price.com

Google
Mountain View, California

650-623-4000
www.google.com

JK Benton Design Studio
Bloomfield, Michigan

248-644-5875
www.jimbenton.com

Jakks Pacific
Malibu, California

210-456-7799
www.jakkspacific.com

The Jim Henson Company
Hollywood, California

323-802-1500
www.henson.com

Jupiter Research
New York, New York

212-389-2032
www.jupiterresearch.com

Kidtoon Films
Woodland Hills, California

818-587-4880
www.kidtoonfilms.com

In-Stat
Scottsdale, Arizona

480-483-4440
www.instat.com

MGA Entertainment
Los Angeles, California

323-966-5771
www.mgae.com

MGM Consumer Products
Santa Monica, California

310-449-3000
www.mgm.com

Marathon
Paris, France

33-1-44-34-6600
www.Marathon.fr

Marvel Entertainment
New York, New York

212-576-4000
www.marvel.com

Massive
New York, New York

212-228-2296
www.massiveincorporated.com

Mattel
El Segundo, California

310-252-2000
www.mattel.com

MédiaMétérie
Levallois-Perret, France

33-1-47-58-9435
www.mediametrie.com

New Line Cinema
New York, New York

212-649-4900
www.newline.com

National Amusements
Dedham, Massachusetts

781-461-1600
www.nationalamusements.com

Nerd Corps
Vancouver, Canada

604-484-0266
www.nerdcorps.com

Packaged Facts
Rockville, Maryland

301-468-3650
www.packagedfacts.com

Parks Associates
Dallas, Texas

972-490-1113
www.parksassociates.com

PorchLight Entertainment
Los Angeles, California

310-477-8400
www.porchlight.com

Scholastic Media
New York, New York

212-343-6100
www.scholastic.com

Sony Pictures Consumer Products
Culver City, California

310-244-7788
www.sonypictures.com

Spin Master Toys
Toronto, Canada

416-364-3002
www.spinmaster.com

Stelor Productions
Gaithersburg, Maryland

301-963-0000
www.stelorproductions.com

SunSmart
Toronto, Canada

416-224-8083
www.sunsmart.ca

Taffy Entertainment
Woodland Hills, California

818-999-0062
www.taffyentertainment.com

Twentieth Century Fox
Los Angeles, California

310-369-1000
www.foxmovies.com

The Weinstein Company
New York, New York

646-862-3400
www.weinsteinco.com

Warner Bros. Consumer Products
Burbank, California

818-954-7890
www.timewarner.com/corp

Zoom Systems
San Francisco, California

415-864-8100
www.zoomsystems.com

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Calendar of Events

| | | | | | |
|--|-----------------|-------------------------|-------------------------|---------------------------------|-----------------|
| NATPE TV Producers Bootcamp | July 27-28 | West Hollywood, CA | 310-453-4440 | www.natpe.org | TV/Prod/Prog |
| SIGGRAPH 2006 | July 30-Aug. 3 | Boston, MA | 312-321-6830 | www.siggraph.org | Inter/Anim/MM |
| Insight and Sounds (NARM convention) | Aug. 2-5 | Kissimmee, FL | 856-596-2221 | www.narm.com | |
| Little Airplane Academy Workshop | Aug. 12-14 | New York, NY | 212-965-8999 | www.littleairplane.com | TV/prod/prog |
| GC - Games Convention | Aug. 23-24 | Leipzig, Germany | 212-974-8841 (U.S.) | www.gc-germany.de | Inter/Games |
| MAGIC Kids | Aug. 28-31 | Las Vegas, NV | 818-593-5000 | www.magiconline.com | Apparel |
| TGIFCon | Sep. 7-9 | Orlando, FL | 630-906-1575 | www.tgifcon.com | Toys/Games |
| L.A. Office Roadshow Hollywood | Sep. 18-21 | Hollywood, CA | 310-275-2088 | www.laoffice.com | Marketing |
| Cartoon Forum | Sep. 20-24 | Pau, France | 32-2-242-9343 | www.cartoon-media.be | Animation |
| Ottawa International Animation Festival | Sep. 20-24 | Ottawa, Canada | 613-232-8769 | www.ottawa.awn.com | Animation |
| licensing.forum 2006 | Sep. 21-22 | Munich, Germany | 49-611-951-6622 | www.licensingforum.de | Licensing |
| Brand Licensing London | Oct. 4-5 | London, England | 44-208-987-0970 | www.brandlicensingexpo.com | Licensing |
| Frankfurt Book Fair | Oct. 4-8 | Frankfurt, Germany | 49-69-210-2256 | www.frankfurt-book-fair.com | Publishing |
| MIPCOM Jr | Oct. 7-8 | Cannes, France | 33-1-41-90-4400 | www.mipcomjunior.com | TV/Prod/Prog |
| MIPCOM | Oct. 9-13 | Cannes, France | 31-1-41-90-4400 | www.mipcom.com | TV/Prod/Prog |
| promo.live | Oct. 10-12 | Chicago, IL | 203-358-3751 | www.promoexpo.com | Promo/Mktg |
| Shanghai Toy Expo | Oct. 18-20 | Shanghai, China | 8610-6603-3782 | www.shanghaitoyexpo.com | Toys |
| Shanghai International Licensing Show | Oct. 19-22 | Shanghai, China | 8621-6217-7777 | www.chinalicenseshow.com | Licensing |
| American International Fall Toy Show | Oct. 20-23 | New York, NY | 212-675-1141 | www.toy-tia.org/fts | Toys/Games |
| Cartoon Feature | Oct. 26-28 | Potsdam, Germany | 32-2-242-9343 (Belgium) | www.cartoon-media.be | Animation |
| L.A. Office Roadshow Europe | Nov. 1-2 | London, England | 310-275-2088 | www.laoffice.com | Marketing |
| American Film Market | Nov. 2-9 | Los Angeles, CA | 310-446-1000 | www.ifta-online.org | Film |
| LILA | Nov. 6-7 | Puerto Vallarta, Mexico | 212-627-5828 | www.licensinginlatinamerica.com | Licensing |
| Consumer Electronics Show | Jan. 8-11, 2007 | Las Vegas, NV | 703-907-7605 | www.cedweb.org | Elec/Toys/Games |
| Hong Kong Toys & Games | Jan. 8-11 | Hong Kong | 852-2240-4435 | www.hktoyfair.com | Toys/Games |
| National Retail Federation Convention & Expo | Jan. 14-17 | New York, NY | 202-783-7971 | www.nrf.com | Mfg/Dist |
| KidScreen Summit | Feb. 7-9 | New York, NY | 416-408-2300 | www.kidscreensummit.com | Prod/Prog/Lic |
| American International Toy Fair | Feb. 11-14 | New York, NY | 212-675-1141 | www.toy-tia.org | Toys/Games |
| National Halloween Toy & Party Show | Feb. 23-26 | Rosemont, IL | 800-323-5462 | www.transworldexhibits.com | App/Lic/Merch |
| London Book Fair | Mar. 5-7 | London, England | 44-208-271-2124 | www.londonbookfair.co.uk | Publishing |
| Game Developers Conference | Mar. 5-9 | San Francisco, CA | 415-947-6000 | www.gdconf.com | Inter/Games |
| MIPTV | Apr. 16-20 | Cannes, France | 33-1-4190-4400 | www.miptv.com | TV/Prod/Prog |
| MILIA | Apr. 16-20 | Cannes, France | 33-1-4190-4400 | www.milia.com | Inter/MM |
| Bologna Children's Bookfair | Apr. 24-27 | Bologna, Italy | 39-051-282-111 | www.bolognafiere.it | Publishing |

Industry Legend

Advertising-Ad
Animation-Anim
Apparel-App

Distribution-Dist
Electronics-Elec
Film-F

Games-Gam
Home Entertainment-HE
Interactive-Inter

Licensing-Lic
Manufacturing-Mfg
Marketing-Mktg

Merchandising-Merch
Multimedia-MM
Production-Prod

Promotion-Promo
Programming-Prog
Publishing-Pub

Sports-Sp
Toys-T
TV-TV

COOLWATCH

What is your favorite movie?

Boys 8 to 11 (258 kids)

| | |
|-----------------------|-------|
| Star Wars series | (9.3) |
| Harry Potter series | (6.2) |
| Scary Movie 4 | (6.2) |
| King Kong | (3.9) |
| SpongeBob SquarePants | (3.1) |
| Chicken Little | (2.7) |
| High School Musical | (2.3) |
| Scary Movie series | (2.3) |
| X-Men series | (2.3) |
| Hoodwinked | (1.9) |
| RV | (1.9) |
| See No Evil | (1.9) |
| Spider-Man series | (1.9) |

Girls 8 to 11 (258)

| | |
|-----------------------------|-------|
| High School Musical | (8.9) |
| Chronicles of Narnia | (5.4) |
| Harry Potter series | (3.5) |
| Madagascar | (3.1) |
| Scary Movie series | (2.7) |
| Bratz movies | (2.3) |
| Cheaper by the Dozen series | (1.9) |
| Chicken Little | (1.9) |
| Scary Movie 4 | (1.9) |
| SpongeBob SquarePants | (1.9) |

Boys 12 to 15 (247)

| | |
|---------------------------|-------|
| Scary Movie 4 | (5.7) |
| X-Men series | (5.7) |
| Mission Impossible series | (4.9) |
| Scary Movie series | (3.2) |
| 2 Fast 2 Furious | (2.0) |
| Da Vinci Code | (2.0) |
| Fast and the Furious | (2.0) |
| Harry Potter series | (2.0) |
| Napoleon Dynamite | (2.0) |
| Scarface | (2.0) |
| ATL | (1.6) |
| Waterboy | (1.6) |

Girls 12 to 15 (275)

| | |
|---------------------|-------|
| Scary Movie series | (6.1) |
| Notebook | (4.6) |
| Scary Movie 4 | (4.6) |
| ATL | (3.4) |
| Mean Girls | (3.0) |
| Love & Basketball | (2.3) |
| Harry Potter series | (1.9) |
| White Chicks | (1.9) |

Who is your favorite actor/actress?

Boys 8 to 11 (188)

| | |
|-----------------------|--------|
| Will Smith | (11.7) |
| Tom Cruise | (11.2) |
| Jim Carrey | (8.5) |
| Adam Sandler | (4.8) |
| Jack Black | (4.8) |
| Johnny Depp | (4.3) |
| Drake Bell | (2.7) |
| Zac Efron | (2.7) |
| Arnold Schwarzenegger | (2.1) |
| Jackie Chan | (2.1) |
| Mike Myers | (2.1) |
| Vin Diesel | (2.1) |

Girls 8 to 11 (206)

| | |
|--------------------------|--------|
| Raven Symone | (14.1) |
| Hilary Duff | (11.2) |
| Zac Efron | (6.8) |
| Jim Carrey | (4.4) |
| Cole & Dylan Sprouse | (3.9) |
| Lindsay Lohan | (3.4) |
| Will Smith | (3.4) |
| Mary Kate & Ashley Olsen | (2.9) |
| Ashley Tisdale | (2.4) |
| Johnny Depp | (2.4) |

Boys 12 to 15 (216)

| | |
|-------------------|-------|
| Will Smith | (9.7) |
| Tom Cruise | (7.9) |
| Adam Sandler | (6.0) |
| Jim Carrey | (6.0) |
| Angelina Jolie | (5.1) |
| Halle Berry | (4.2) |
| Denzel Washington | (3.2) |
| Jessica Alba | (2.8) |
| Brad Pitt | (1.9) |
| Johnny Depp | (1.9) |
| Martin Lawrence | (1.9) |
| Vin Diesel | (1.9) |

Girls 12 to 15 (226)

| | |
|---------------------|-------|
| Brad Pitt | (5.8) |
| Will Smith | (4.9) |
| Angelina Jolie | (4.4) |
| Chad Michael Murray | (4.4) |
| Tom Cruise | (4.4) |
| Jessica Alba | (3.5) |
| Jim Carrey | (3.5) |
| Vin Diesel | (3.1) |
| Adam Sandler | (2.7) |
| Raven Simone | (2.7) |



Will Smith
stays fresh
with kid fans



Research tidbits found in this feature are extracted from the June/July issue of KidSay's Trend Tracker, a syndicated study published five times a year that breaks down what's cool and what's not according to 1,000 American kids aged eight to 15. KidSay, an 11-year-old full-service kids market research firm, works with schools and youth organizations in hundreds of U.S. cities to collect and analyze data about trends emerging in the categories of entertainment, famous people/characters, internet, food/beverage, spending, toys and lifestyle. If you'd like more information about Trend Tracker, please contact Bob Reynolds by phone (866-273-8555/913-390-8110) or by e-mail (bob@kidsay.com).



LEGION of SUPERHEROES



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COMING THIS FALL TO KIDS' WB!